SUBJECT: SALEM BUYDOWN

ATTN: STORE MANAGER/ DEPT 01/82 MANAGER

FROM: DEPT. 01 MCLANE OPERATIONS

DATE: NOVEMBER 21,1997

STARTING ON NOVEMBER 24, 1997 AND ENDING ON JANUARY 04,1998. R.J. REYNOLDS HAS TARGETED YOUR STORE FOR AN ADDITIONAL "MANUFACTURER SPONSORED PROMOTION". WHERE THE SALES ARE STRONGER THAN THE NATIONAL AVERAGE. YOU WILL NEED TO PRINT A STORE LEVEL SIGN TO IDENTIFY THE REGULAR PRICE AND THE **** IN STORE SALE **** PRICE. YOU MUST LIST THIS AS A "MANUFACTURER SPONSORED PROMOTION". THE PRODUCT INVOLVED WILL BE "SALEM CIGARETTES" CARTONS AND SINGLE PACKS. YOU WILL NEED TO REDUCE YOUR CARTONS BY $2.00, AND SINGLE PACKS BY $.20 CENTS. YOUR CARTONS BY $2.00, AND SINGLE PACKS BY $.20 CENTS.

********NO MARK-DOWNS WILL BE REVERSED OR COST\RETAIL CREDIT WILL BE GIVEN FOR ANY MARK-DOWNS THAT OCCUR AFTER JANUARY 04,1998 ********

THE START DATE IS NOVEMBER 24, 1997 AND THE END DATE IS JANUARY 04, 1998.

SALEM CARTON ITEM NUMBERS: 162238,162378,162239,162380,164258,162377, 162237,162369.

SALEM SINGLES PACK ITEM NUMBERS: 184364,184549,184378,184591,184738, 184435,184357,184428.

IF YOU HAVE ANY QUESTIONS PLEASE CALL MCLANE OPERATION AT (501) 273-8323.

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